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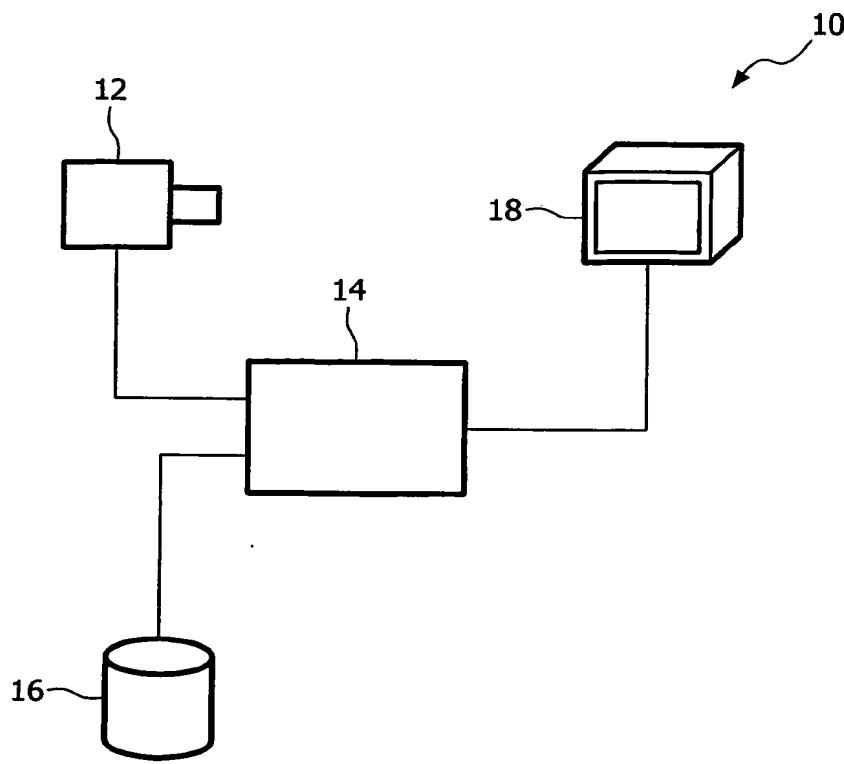
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(54) Title: MESSAGING SYSTEM AND METHOD



(57) Abstract: A messaging system and method are described. The system includes acquisition means for acquiring audio and/or video data, e.g. microphones and cameras. The system further comprises database means (16). In the database (16), sets (32, 34, 36) of situational information (32a, 34a, 36a) and associated messaging information (32b, 34b, 36b) are stored. Processing means try to match the audio/video data to the stored situational information (32a, 34a, 36a). In case a match is found, the associated messaging information (32b, 34b, 36b) is presented using presentation means (18, 75a, 75b). The device and method are thus able to recognize a predefined situation observed by the acquisition means and to present a predetermined message associated with the recognized situation. This can advantageously be employed to present advertising messages adapted to a presently occurring situation.

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